

**Subject:** Re: DTLA Forward - Guerrilla Marketing Campaign! (Clean Team)

**From:** Ken Nakano

**Date:** 01/28/2016 03:54 PM

**To:** Blair Besten

**CC:** Molly Larson <Molly.Larson@changelives.org>, Robert Winston <Robert.Winston@changelives.org>, Jessica Lall <jessica@southpark.la>, "Rena@fashiondistrict.org" <Rena@fashiondistrict.org>, Miguel Vargas <miguel@artsdistrictla.org>, Randall Tampa <rtampa@fashiondistrict.org>, Sara Hernandez <sara.hernandez@lacity.org>, Diana Yedoyan <diana.yedoyan@lacity.org>

Thanks Blair, will let our teams know - will this chalk writing be on only sidewalks or will the writing also be put on other objects? Also is there a sample of the wheat posters that we can include in that directive?

Ken Nakano

Director of Operations - DCBID

Sent from my iPhone

On Jan 28, 2016, at 3:50 PM, Blair Besten <[blair@historiccore.bid](mailto:blair@historiccore.bid)> wrote:

FYI CD14 is launching a new guerrilla marketing campaign for a new Councilmember initiative in Downtown. You will see chalk paint stencils that say "DTLA FWD" on sidewalks and streets along with wheat posters plastered on preapproved construction sites. Please instruct your clean team not to take special means to remove these items. If we are power washing a section of sidewalk that day no worries -- otherwise it's not something to send a water truck out for...Many of you may not deal with this like we do at Art Walk time but thought you should be aware.

Warm regards,

**Blair Besten**

*Executive Director*

209-211 W 5th Street  
Los Angeles, California 90013

p

[213.488.1901](tel:213.488.1901)

c

[213.700.9829](tel:213.700.9829)

[HistoricCore.BID](http://HistoricCore.BID)

FOLLOW US ON:

[facebook](#)

/ [twitter](#)

/ [instagram](#)

24HR HOTLINE:

[213/239-8336](tel:213.239.8336)